

Claims

What is claimed is:

1. A television enhancement programming language comprising:
 - an XML head element;
 - an object element that provides selection of an object;
 - a property element that specifies an attribute for said object;
 - a modify-property element that modifies said attribute for said object;
 - a trigger element that specifies a time to render said object in relation to a video program; and
 - a television element that specifies a size and position at which said video program may be displayed.
2. The television enhancement programming language of claim 1 wherein said attribute specifies a URL associated with said object.
3. The television enhancement programming language of claim 1 further comprising:
 - an action element that provides a name for an action and contains at least one said modify-property element.
4. The television enhancement programming language of claim 1 further comprising:
 - an action-call element that allows a first action element to call a second action element.
5. The television enhancement programming language of claim 1 further comprising:
 - a script element that enables the use of a scripting language.
6. The television enhancement programming language of claim 1 further comprising:
 - a field element operable to accept user input.
7. The television enhancement programming language of claim 1 further comprising:

an attribute element that provides platform information for said object element.

8. The television enhancement programming language of claim 1 further comprising:

a timeline element that contains said trigger element and a payload element that defines data embedded in a program broadcast stream.

9. The television enhancement programming language of claim 8 further comprising:

a component element contained within said payload element.

10. The television enhancement programming language of claim 9 wherein said component element specifies a file address.

11. The television enhancement programming language of claim 9 wherein said component element specifies an expiration attribute.

12. The television enhancement programming language of claim 1 further comprising:

a page element that contains said object element and said attribute element.

13. The television enhancement programming language of claim 12 further comprising:

a timed action-call element that provides a call to an action that is not timed to display of a program.

14. A television enhancement file comprising:

an XML head element;

a television element that defines an area on a television screen where a television program may be displayed;

an object element ;

a property element that describes at least one attribute of said object;

a modify-property element that modifies said attribute for said object;

a trigger element that specifies when said object may be rendered; and

a television element that specifies a size and position at which a program

may be displayed.

15. The television enhancement file of claim 14 wherein said attribute specifies a URL associated with said object.
16. The television enhancement file of claim 14 further comprising:
an action element that provides a name for an action and contains at least one modify-property element.
17. The television enhancement file of claim 14 further comprising:
an action-call element that allows a first action element to call a second action element.
18. The television enhancement file of claim 14 further comprising:
a script element that enables the use of a scripting language.
19. The television enhancement file of claim 14 further comprising:
a field element operable to accept user input.
20. The television enhancement file of claim 14 further comprising:
a timeline element that contains said trigger element and a payload element that defines data embedded in a program broadcast stream.
21. The television enhancement file of claim 20 further comprising:
a component element contained within said payload element.
22. The television enhancement file of claim 21 wherein said component element specifies a file address.
23. The television enhancement file of claim 21 wherein said component element specifies an expiration attribute.
24. The television enhancement file of claim 14 further comprising:
a page element that contains said object element and said attribute element.
25. The television enhancement file of claim 24 further comprising:
a timed action-call element that provides a call to an action that is not timed to display of a program.
26. The television enhancement file of claim 14 wherein said property element specifies a z order value for at least one of said objects.

27. The television enhancement file of claim 14 further comprising:

an attribute element that provides platform information for said object element.

28. A system for developing television enhancements comprising:

a computer;

a database; and

an XML compliant television enhancement programming language operable to specify an
 5 object element that provides selection of an object, a property element that specifies an attribute for said object, a modify-property element operable to change the attribute for said object, a trigger element that specifies a time to render said object in relation to a program, and a television element that specifies a size and position at which a program may be displayed.